

Abstract

The invention is directed to systems and Methods for immersive advertising on a wide area network, such as the Internet or World Wide Web. Immersive advertisements are customized presentations developed and imbedded within the body of web content. They can take the form of non-static images imbedded within a configurable primary image model or they can be a non-configurable, highly stylized, and animated component imbedded within the content of a web page.